

CHEAT SHEET

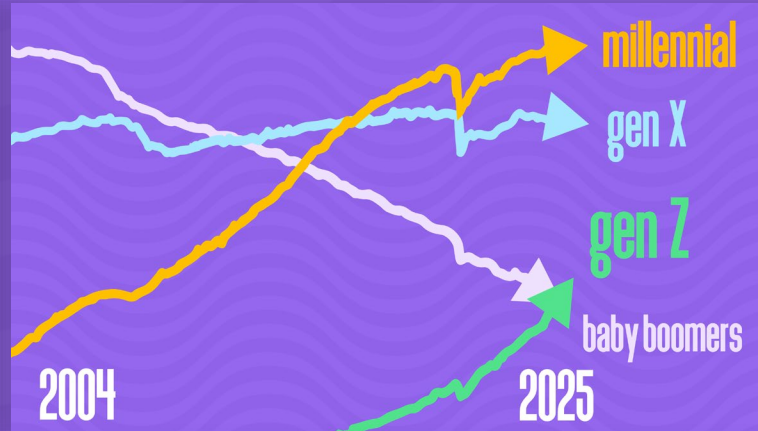
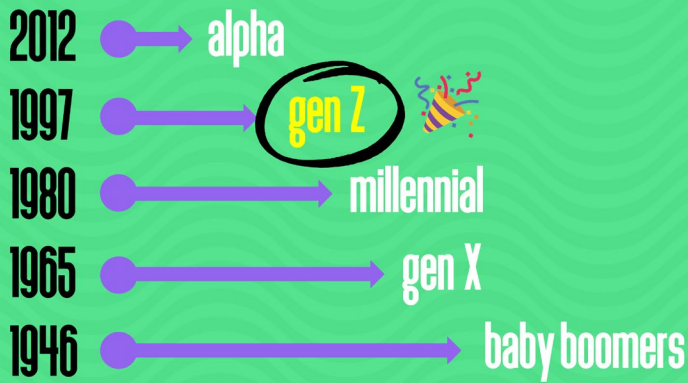
UNLOCKING GEN Z+ POTENTIAL

FUTURE-PROOFING YOUR WORKFORCE
FOR INNOVATION & GROWTH



presented by
Luke Goetting

CHEAT SHEET



HIGH COST
LOW ENGAGEMENT



EVOLVE
WITH
GEN Z!



GEN Z →
← WORK




CHEAT SHEET








-  Digital Natives
-  Idealists
-  Entrepreneurial
-  Work to Live
-  Flexible



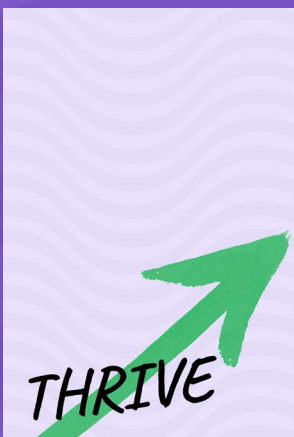
-  Loyalty?
-  Pipe Dream
-  World on Fire









-  Soft Skills
-  Communication
-  Expectations
-  Work Ethic
-  Sensitivity



THRIVE



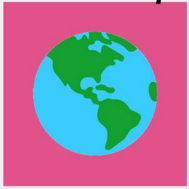
-  **GROWTH**
-  **TRANSPARENCY**
-  **VALUED**

 GROWTH	 TRANSPARENCY	 VALUED
Better World	Expectations	Caring ROI
L&D	Lead with Why	2-Way Comms
Entrepreneurship	High-Touch	Flexibility
Gamification	Difficult Convos	W/L Balance

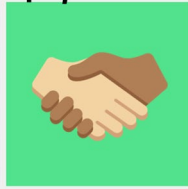


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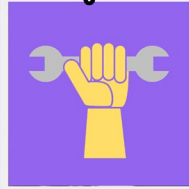
environmental sustainability



diversity, equity & inclusion



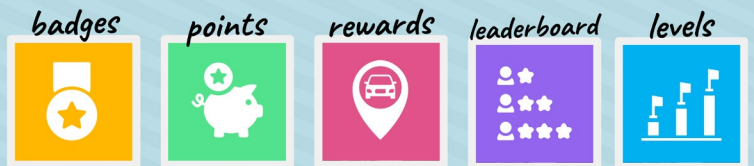
workers' rights



customized learning & development opportunities



career gamification



CHEAT SHEET

- ✓ 2-way
- ✓ transparency
- ✓ regular
- ✓ informal



- honesty
- constructive
- steps to improve

✓ valued

- + engaged 3X
- + advocate 5X
- + trust leaders 5X



COMMUNICATION TAKES TWO

want office option
(occasionally)



PICOLAS CAGE PICOLAS CAGE PICOLAS CAGE PICOLAS CAGE PICOLAS CAGE

work/life balance



- top trait admired in peers
- top consideration when choosing employer



Book Luke!

VIEW FULL WORKSHOP INFO

VIEW SPEAKER SITE & REEL

BOOK LUKE FOR YOUR ORG





more info



- + [Deloitte 2023 Gen Z and Millennial Survey](#)
- + [Fast Company - Why Gen Z is so keen on entrepreneurship...](#)
- + [Gallup - Generation Disconnected: Data on Gen Z in the Workplace](#)
- + [Paylocity - Engaging Gen Z in the Workplace in 2023 and Beyond](#)
- + [Gallup - U.S. Employee Engagement Needs a Rebound in 2023](#)

